

insight

WORKING TO BUILD A

CREATIVE ECONOMY

Creative industries, also known as the creative economy, are a major economic player, adding \$698 billion to the U.S. economy and 4.7 million jobs.* The Capital Region is no exception. According to the Regional Alliance for a Creative Economy, a group of stakeholders led by the Community Foundation for the Greater Capital Region and the Center for Economic Growth (CEG), there are nearly 30,600 local jobs in creative industries, representing \$800 million in earning, making it the sixth largest employment sector.

The Capital Region's share of people employed in creative industries is higher than the national average. It ranks second in the highest concentration of creative jobs.

What does all this mean? "It means the creative sector is a significant component of our regional economy," said CEG President and CEO F. Michael Tucker. "We've confirmed that we have outstanding assets on which to build. We've also learned that in order to grow this sector, we need to think regionally, encourage world class enterprises and foster collaboration. The goal is to construct an enabling environment where a creative economy can thrive."

"The alliance has completed a major study of our creative economy, and developed recommendations

for leveraging creative assets to drive economic growth," said Karen Bilowith, president and CEO of The Community Foundation. "We're working with a cross-sector advisory committee and regional stakeholders to put these action steps in motion to galvanize the creative economy and support our incredible people and places."



The idea is already catching on. The Capital Region has been selected as one of 12 finalists in the Bloomberg Philanthropies Public Art Challenge, a national program aimed at supporting temporary public art projects that engage communities, enhance creativity and enrich the vibrancy

of cities. The joint submission from the cities of Albany, Schenectady and Troy proposes to illuminate up to 300 vacant homes nightly for two months to regenerate interest in neglected urban neighborhoods. The effort involves artist Adam Frelin, architect Barbara Nelson, Rensselaer Polytechnic Institute's Lighting Research Center and more than 25 community and private-sector partners. The first place prize? A two-year, million-dollar grant to fund the project and national recognition. Stay tuned. For more details, visit upstatecreative.org.

*January 2015 report by the Bureau of Economic Analysis and the National Endowment for the Arts.

CHAMBER PARTNERS WITH ARTS CENTER

Get Creative! Discover How to Work Smarter June 18

Excited about the Capital Region's Creative Economy? Turn your interest into action with the Chamber's upcoming program, "**Your Competitive Edge: Get Creative and Increase Your Bottom Line**," a dynamic partnership with The Arts Center of the Capital Region. This creative thinking program for businesses and organizations will help you discover the tangible value of creative thinking and how it can lead you and your staff to work smarter and more productively.

Our presenters (see below) have been trained in creative thinking by experts from the International Center for Studies in Creativity at Buffalo State College, a program developed through 40 years of research and practice. Recognized by corporations around the globe, this program is now available to you! Understand how creative thinking – the process of having original ideas that have value – can give you a competitive edge and promote success. You'll learn how to develop creative skills, habits and attitudes that translate into innovative and practical approaches to your work. Creative thinking is a skill that everyone can learn and is now recognized as critical for success in work and life in the 21st century. Join us and get creative!

PRESENTERS



Stacey Bridge
Director of Finance + Operations
The Arts Center of the Capital Region
Combining her passion for creativity with analytical business skills, Stacey has worked with Capital Rep, the Arts Center of Coastal Carolina and the Utah Shakespeare

Festival. An alumna of The Leadership Institute, she has a B.S. in theatre arts, an accounting certification from HVCC and is completing a master's in business administration.



Rebecca Angel Maxwell
Creative Arts Educator

A creative arts educator in music, theater, and writing, Rebecca works with schools, libraries, universities and The Arts Center. She inspires students of all ages to discover how creative arts serve as a

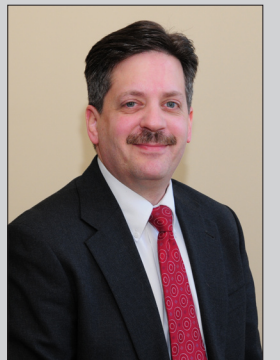
model for all areas of endeavor. With a B.A. in music and English, she is a singer/songwriter, published author, playwright and writer for geekmom.com.

Register now for **Your Competitive Edge: Get Creative and Increase Your Bottom Line** on Thursday, June 18 at Pat's Barn in the Rensselaer Technology Park, 110 Defreest Drive in Troy. Sign up online at renscochamber.com/events. Registration and networking at 7:30 a.m.; program 8-10 a.m. \$40 for members; \$80 for future members. Sponsored by EYP Architecture & Engineering.

EYP
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ASK THE EXPERT : Energy Savings & Conservation Featuring Our Board of Directors

Michael DiAcetis is Manager, Community & Customer Management at National Grid USA. He develops and maintains relationships with major accounts, key stakeholders, community and municipal leaders, economic development and other major associations.



Q: How can I save on energy costs?

A: Review your energy usage and costs to determine how they are trending. You can also perform an energy review/audit and get expert help to discover what areas you need to improve. List possible projects, costs vs. savings, and follow through on your priorities. Also, don't forget to ask your employees for their ideas and concerns. Their perspective can be valuable and it invites them to "buy in" to your energy goals.

Q: What resources are available?

A: National Grid's Small Business Program provides a free audit and pays up to 70% of the installation and equipment costs. There are also financing and payment incentives. Local utilities, NYSERDA and the Energy Star program provide tools, resources and incentives. The NY Green Bank helps to identify project funding.

Q: What about tax advantages?

A: Federal tax credits are available to small businesses, home builders and manufacturers for energy efficiency upgrades. Deductions are available for owner/lessees of commercial buildings installing efficient measures. Tax incentives are available toward the purchase of hybrid, electric and alternative fuel vehicles. Check your federal and state tax departments for details and eligibility requirements.



The Rensselaer County Regional Chamber of Commerce is a business, civic and economic development alliance that strives to enhance the economic vitality of Rensselaer County and the neighboring Gateway communities of Cohoes, Green Island, Waterford and Watervliet. The Chamber seeks to improve the quality of life within the community for both residents and businesses.

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Linda Hillman, President
90 Fourth Street, Suite 200, Troy, NY 12180
Telephone: 518.274.7020
renscochamber.com

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